



ALLIED MUSIC, Incorporated

STONYBROOK BUILDING

7608 READING ROAD

CINCINNATI, OHIO

May 1, 1942

Arthur Beal
20 Jones St.
San Francisco, California

Dear Mr. Beal:

May we take this opportunity to thank you for sending your entry for our song poem writing contest. As you know many excellent poems had to be passed over. Among these was your poem titled:

RIDING THROUGH THE SADDLE IN THE BLUE

The only regret that we have is that only a small number of prizes can be awarded in a contest. Yet we believe, when you see the splendid pieces of sheet music and the copy of the booklet, HOW POPULAR SONGS BECOME POPULAR, in the attached envelope, you will agree that you have received far more than one dollar in value.

As you glance over these winning songs, keep in mind that they are the work of new writers like yourself. The ideas for these splendid songs are by people, who only a few short weeks ago, may have thought there was no chance at all to ever see their own name on a piece of sheet music. Yet, here are their own songs actually published. They are released through a licensing agency to all of the large broadcasting stations in the country. They are to be featured by well known radio artists.

When you consider these facts, think also that your own poems may be equally as good. The judges had to select only 10 poems out of the many which were submitted. It was difficult to make a selection. There were so many good ideas that the judges had to lay aside many poems to which they wanted to give prizes. These three judges happened to pick the 10 winning song poems listed on the contest announcement. If there had been other judges 10 different poems would no doubt have been selected. Your poem might have been one of them. It is always like that in a contest. While ability counts there is also a certain amount of luck bound to enter in.

In our opinion your poem listed at the first of this letter should be set to music. For that reason we want to outline a plan that will help you to get it completed right away.

As you may know the regular price for our complete song service has been \$27.00 for a long time. Now due to the increased cost of

supplies, office help and other items it will be necessary to increase this price soon. We have avoided a price rise up to the present even though all of our expenses have risen steadily during the past year. At present it is evident that we can retain the price of \$27.00 only a few weeks longer.

We want your poem set to music under our regular contracts, two of which are enclosed for your poem. This service is so complete that it will give your poem its very best chance. You will receive all of the many items outlined and in addition a recording of your song FREE OF EXTRA CHARGE.

After May 25th it is our intention to raise our price to at least \$35.00. Now under this special offer that we are making you and some of the others who entered our contest, we can allow you a real saving if you act before the 25th of May. To secure the regular service for \$27.00 at this time is a real bargain but this offer is even better than that.

Use the enclosed discount blank before May 25th and the price will be only \$23.50 for the complete service. In addition you will also receive the recording of the completed song FREE OF EXTRA CHARGE.

Think what all of this means to you. Your poem will be handled by the company that wrote the music for the song titled, HEART BREAK AVENUE, which was pronounced the best song submitted to Tunesmith Magazine during the year of 1941. Your poem will be set to music by the composers who wrote the music for the many songs we have placed with reliable publishers during the past year. Word has just been received of two more songs being accepted for publication. One is titled, ON THE HILLS IN CAROLINE, which is being published by Joe McDaniel Music Company. The other is titled, A LETTER TO MOTHER, which will be issued soon by another publisher. These songs are only a few of the many now receiving recognition.

Your song, when it is completed according to our service plan, should make a splendid song. The fact that we had such wonderful success in having other songs by new writers accepted by music publishers should encourage you to have your song poem set to music right away. Just consider the quality of the winning songs in the contest and you will understand the ability of the composers associated with Allied Music Corporation.

By all means we urge you to take up this special offer now. If you cannot pay the full amount of \$23.50, send the payments according to the plan outlined on the discount blank. If you cannot do that you may arrange the payments to suit yourself.

Under our plan you are guaranteed cooperation from start to finish. There are many benefits you cannot secure elsewhere and best of all we promise to please you with our music or refund your money.

Send your order along with the discount blank and one of the signed contracts TODAY while you are thinking about it. Remember the last day is May 25, 1942. This special offer cannot be extended beyond that date.

Very truly yours,

J L Brown
PRESIDENT

b/m